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Japanese (PDF)

File Wrapper Information

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TECHNICAL FIELD PRIOR ART EFFECT OF THE
INVENTION TECHNICAL PROBLEM MEANS
DESCRIPTION OF DRAWINGS DRAWINGS

[Translation done.]

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Notes:

1. Untranslatable words are replaced with asterisks (***)
2. Texts in the figures are not translated and shown as it is.

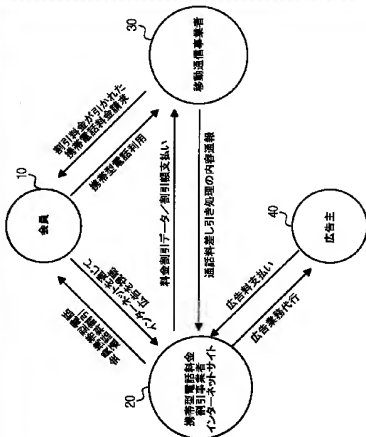
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CLAIM + DETAILED DESCRIPTION**[Claim(s)]**

[Claim 1] The stage which the user who is using the portable telephone making a contract of it with a mobile communications undertaker connects to the Internet, The stage which said user connects to the site of the undertaker (portable telephone-rates discount undertaker) who offers portable telephone-rates discount, [result / the stage which attests whether said user is said portable telephone-rates discount undertaker's member, and / of said authentication] when it is not said member The stage of passing along the procedure of matriculant subscription after checking whether he wishing matriculant subscription, and carrying out the procedure of said authentication again, If said member and the checked user use the service which connects with said portable telephone-rates discount undertaker's site (site), and is provided at said site or views and listens to an advertisement The stage which offers the mark beforehand decided to be said member according to

Drawing selection Representative draw



[Translation done.]

utility time, and carries out accumulation calculation of said member's mark. The stage of judging whether the mark of said member who accumulated being the mark accumulated more than a fixed period, or fixed mark having been reached. When said mark reach what was accumulated more than a fixed period, and fixed mark from said judgment result, classify said arranged result for every mobile communications undertaker which said member has made a contract of, and it is carried out to the stage of arranging said mark as mark for every fixed period according to said member, with data. The portable telephone-rates discount method including the stage which transmits to the mobile communications undertaker of *****, the stage where said mobile communications undertaker does discount processing of portable telephone rates with reference to said received data, and the stage of asking a member for the use charge of the discounted portable telephone after said charge discount processing.

[Claim 2] Whether said user is a portable telephone-rates discount undertaker's member is the portable telephone-rates discount method according to claim 1 characterized by being checked by referring for the database containing membership information.

[Claim 3] The portable telephone-rates discount method according to claim 2 characterized by recording the information about matriculant on the database containing said membership information, and updating a database if said user joins as matriculant.

[Claim 4] The service in said site is the portable telephone-rates discount method according to claim 3 characterized by including an advertisement, a game, and education information service.

[Claim 5] The portable telephone-rates discount method according to claim 4 characterized by containing the number of a member's name or a name, a general telephone, and a portable telephone, and a discount rate frame in the data which said portable telephone-rates discount undertaker transmits to said mobile communications undertaker.

[Claim 6] The portable telephone-rates discount method according to claim 1 characterized by including further the stage of inputting said member's ID and PIN.

[Claim 7] [when a portable telephone-rates discount undertaker provides with portable telephone-rates discount the Internet user who has made a contract of a portable telephone in cooperation with the mobile communications undertaker of the portable telephone which said user has made a contract of] The personal information from said user is inputted as the 1st database section including the personal information about said member. [refer for said 1st database section, judge whether said user is the member

and] when said user is not the member With the 1st data processing department which stores said user's matriculant subscription information in said 1st database section after performing matriculant subscription processing If said member uses said service or views and listens to an advertisement with the right hand side which provides various services for said member The operation/control section which carries out accumulation calculation of the mark beforehand decided according to the utility time, The 2nd database section which stores the mark by which accumulation calculation was carried out by said operation/control section, When the mark by which accumulation calculation was carried out by said operation/control section result in what was accumulated more than a fixed period, and fixed mark With the 2nd data processing department which arranges said mark outputted from said operation/control section to the mark for every fixed period, carries out the work which classifies according to the mobile communications undertaker who the member has made a contract of, and generates as member charge discount data The 3rd database section which stores the processing result of said 2nd data processing department, The 1st statistics section which carries out various kinds of statistics work relevant to said member from the processing result of said 2nd data processing department, The I/O section for sending said charge discount data to each mobile communications undertaker through a network as data, If said many mobile communications undertakers ship the billing document deducted by said discount rate to said member after said portable telephone-rates discount processing and re-transmit a processing result to said I/O section through a network With the 3rd data processing department which classifies the processing result which said many mobile communications undertakers have sent through said I/O section according to said each mobile communications undertaker Portable telephone-rates discount equipment characterized by detecting [whether normal charge discount processing was performed and] the result of ** and nothing of charge discount processing from the output of said 3rd data processing department, and including the detecting element for transmitting a result to said member.

[Claim 8] Said operation/control section are portable telephone-rates discount equipment according to claim 7 characterized by calculating accumulation mark by sending a processing result to the above-mentioned right hand side again when said accumulation mark are not accumulated more than a fixed period or have not reached fixed mark.

[Claim 9] Said each undertaker of mobile communications is portable telephone-rates discount equipment according to claim 8 which carries out charge discount processing with

the data transmitted from the aforementioned I/O section, and is characterized by shipping the billing document after charge discount to many members.

[Claim 10] The aforementioned 1st statistics section is portable telephone-rates discount equipment according to claim 9 characterized by carrying out various kinds of statistics work to the site use number of cases each mobile communications undertaker exception and according to member type, and the total use number of cases.

[Claim 11] Claim 9 written portable telephone-rates discount equipment characterized by including further the 2nd statistics section for outputting various kinds of statistical materials by the aforementioned charge discount processing result to a list and a screen.

[Detailed Description of the Invention]

[0001]

[Field of the Invention] Especially this invention relates to the portable telephone-rates discount method and equipment using the Internet about the method of charge discount service offer of the telephone (for example, cellular-phone or PHS phon) charge for mobile communications for internet advertising activation.

[0002] [this invention] if people with a radio mobile phone machine like a cellular phone access the Internet with various means and visit an internet advertising site It is related with the method and equipment which connect a portable telephone with the Internet and provide an advertisement and charge discount service by the method which the mark equivalent to the number of times and time which it visited are accumulated, and can receive the benefit of portable telephone-rates discount later.

[0003]

[Description of the Prior Art] As a prior art relevant to this invention, there is the "advertisement service method using a telephone" of the South Korean patent application number No. (July 25, 1998 application) 30004 now. In this patent, when a user tries a telephone call, telephoning, after talking over the telephone using the message of automatic guidance of a communication service company, subsequently to the guidance it is heard that it is whether an advertisement is heard or not, the usual telephone call connection is performed.

[0004] After completion of a telephone call, when a user hears an advertisement according to the above-mentioned guidance, and a specific key is chosen, a user is provided with the ad message beforehand stored in the guidance message. After a user hears an ad message, when a

telephone is hung up, by the exchange, it is the method of subtracting the time which has agreed with the advertiser from the total duration of call, imposing a user's phonecall charges, and imposing a charge on an advertiser to the time of the advertisement.

[0005] However, this method only uses a general telephone and has the limit of not being applied to the user of the Internet, or the user of personal computer communications.

[0006] As other prior arts of this invention, there is the "information display method of a portable telephone" of the South Korean patent application number No. (December 19, 1998 application) 56380. By the ability being made to carry out to the company of relevance automatic dialing when a portable telephone displays this patent in response to the data about the contents of the advertisement sent out from a mobile service company and there is a demand of a user A user enables it to touch an advertisement regardless of a place and time always. However, consideration to this patent mist beam Internet user and the user of personal computer communications has not been carried out at all.

[0007] Furthermore, as other prior arts, by the case where a user's cellular phone gets an advertising telephone call, if the owner of a cellular phone hears an advertisement, a predetermined charge will be accumulated per [which was heard] advertisement. When it becomes the fixed amount of money, there is the method of paying a user's personal account as cash. However, it was the method which is not applied to the user of the mist [this] beam Internet or personal computer communications.

[0008] Moreover, many above-mentioned conventional technology cannot provide an advertiser with the technology in which the data to the candidate for advertising which it is exact 100% and can be trusted can be extracted. And compared with the number of Internet users which is increasing rapidly now, and social concern, it is a title advertising (banner advertiSement) level still one-sided [an internet advertising enterprise] and elementary, and the effect of advertising is not verified for this, either.

[0009] Furthermore, performing Internet stock trading through the Internet, it publicized through the advertising media of the exteriors, such as a newspaper and TV, independently, and the wonderful phenomenon of making a purchase application on the Internet again has happened.

[0010]

[Problem to be solved by the invention] This invention is made in view of the above-mentioned problem which the conventional portable telephone-rates discount method and equipment have, and [the purpose of this invention] It aims at offering the portable telephone-rates discount method and equipment with which useful information is also obtained at

the same time the use charge of a portable telephone is reducible to the user of the Internet.

[0011]

[Means for solving problem] The stage which the user who is using the portable telephone making a contract of it with a mobile communications undertaker connects to the Internet according to the 1st viewpoint of this invention in order to solve the above-mentioned technical problem, The stage which a user connects to the site of the undertaker (portable telephone-rates discount undertaker) who offers portable telephone-rates discount, [result / the stage which attests whether a user is a portable telephone-rates discount undertaker's member, and / of authentication] when it is not the member The stage of passing along the procedure of matriculant subscription after checking whether he wishing matriculant subscription, and carrying out the procedure of authentication again, If a member and the checked user use the service which connects with a portable telephone-rates discount undertaker's site (site), and is provided at a site or views and listens to an advertisement The stage which offers the mark beforehand decided to be the member according to utility time, and carries out accumulation calculation of a member's mark, The stage of judging whether a member's accumulated mark being the mark accumulated more than a fixed period or fixed mark having been reached, When mark reach what was accumulated more than a fixed period, and fixed mark from a judgment result, classify for every mobile communications undertaker in which the member has made a contract of the arranged result with the stage of arranging mark to the mark for every fixed period according to a member, and to each mobile communications undertaker as data ** ***** -- the portable telephone-rates discount method including a stage, the stage where a mobile communications undertaker does discount processing of portable telephone rates with reference to the received data, and the stage of asking a member for the use charge of the portable telephone by which discount processing was carried out after charge discount processing is offered.

[0012] It is checked by referring for the database containing membership information whether a user is a portable telephone-rates discount undertaker's member. If a user joins as matriculant, the information about matriculant is recorded on the database containing membership information, and a database can be updated.

[0013] The service in the site to connect can include an advertisement, a game, and education information service. It is desirable that the number of a member's name or a name, a general telephone, and a portable telephone and a discount rate are made to be contained in the data which a portable telephone-rates discount undertaker transmits to a mobile

communications undertaker.

[0014] Moreover, according to the 2nd viewpoint of this invention, a portable telephone-rates discount undertaker cooperates with the mobile communications undertaker of the portable telephone which the user has made a contract of in the Internet user who has made a contract of a portable telephone. The 1st database section which includes the personal information about a member when it offers portable telephone-rates discount, [input the personal information from a user, refer for the 1st database section, judge whether a user is the member, and] when a user is not the member With the 1st data processing department which stores a user's matriculant subscription information in the 1st database section after performing matriculant subscription processing The right hand side which provides various services for a member, and the operation/control section which carries out accumulation calculation of the mark beforehand decided according to a member's service use time, The 2nd database section which stores the mark by which accumulation calculation was carried out by the operation/control section, When the mark by which accumulation calculation was carried out by the operation/control section result in what was accumulated more than a fixed period, and fixed mark The 2nd data processing department which arranges the mark outputted from said operation/control section as mark for every fixed period, carries out the work which classifies according to the mobile communications undertaker who the member has made a contract of, and generates as member charge discount data, and the 3rd database section which stores the processing result of the 2nd data processing department The 1st statistics section which carries out various kinds of statistics work relevant to a member from the processing result of the 2nd data processing department, The I/O section for sending charge discount data to each mobile communications undertaker through a network as data, If many mobile communications undertakers ship to a member the billing document deducted by the discount rate after portable telephone-rates discount processing and re-transmit a processing result to the I/O section through a network With the 3rd data processing department which classifies the processing result which many mobile communications undertakers have sent through the I/O section according to each mobile communications undertaker Results, such as **, nothing, etc., are detected from the output of the 3rd data processing department, and the portable telephone-rates discount equipment characterized by including the detecting element for transmitting a result to a member is offered. [of whether normal charge discount processing was performed and charge discount processings]

[0015] An operation/control section calculates accumulation mark by sending a processing result to the above-mentioned right hand side again, when accumulation mark are not accumulated more than a fixed period or have not reached fixed mark.

[0016] Each mobile communications undertaker does charge discount processing, and may be made to ship the billing document after charge discount to many members with the data transmitted from the I/O section. The 1st statistics section can carry out various kinds of statistics work to the site use number of cases each mobile communications undertaker exception and according to member type, and the total use number of cases.

[0017] The portable telephone-rates discount equipment which contains further the 2nd statistics section for outputting various kinds of statistical materials by a charge discount processing result to a list and a screen may be used.

[0018] According to this composition, the fact that most Internet users have a portable telephone for activation of internet advertising and operative increase-izing is perceived. The advertising cognitive report effect (a total use number-of-cases [of a site] and time exception, an age number on a separate charge, etc. can perform exact statistics extraction about other references) exact to an advertiser is acquired by the user in the reduction effect of phonecall charges.

[0019] [this invention] since the exact data about an Internet user required for portable telephone-rates discount is secured again In the present Internet environment, there is a subordinate effect of coming to be able to perform extraction of various kinds of exact statistical materials about the user for an advertisement considered to be impossible and fixing of the Internet real name system.

[0020]

[Mode for carrying out the invention] The fundamental concept of this invention is as follows. First, an Internet user with a PCS (PerSonal CommunicationS Service) phon or a cellular phone (Hand Phone or Cellular Phone) [various kinds of advertisements] It connects with the Internet site of the portable telephone-rates discount undertaker who collected, and views and listens to the various advertisements in a site. It is the method of paying a mobile communications undertaker instead a user's charge for mark which accumulated the mark beforehand decided by the time and the number of times of viewing and listening in the portable telephone-rates discount undertaker, and was accumulated in a fixed period.

[0021] The form of suitable operation of the portable telephone-rates discount method concerning this invention and equipment is explained in detail, referring to an

accompanying drawing below. In addition, in this Description and Drawings, duplication explanation is omitted by attaching the same sign about the component which has the same functional composition substantially. [0022] Drawing 1 shows the concept of portable telephone-rates discount service of having used the mobile communications and the Internet concerning this invention. If a member 10 uses the service which connects with a portable telephone-rates discount undertaker's Internet site 20, and is provided there or views and listens to an advertisement In portable telephone-rates discount undertaker Internet site 20, the discount of the phonecall charges a contract of was made beforehand equivalent to the time which the member used is requested from the mobile communications undertaker 30, and the mobile communications undertaker 30 discounts and charges a charge, when asking a member 10 for portable telephone rates.

[0023] At this time, a portable telephone-rates discount undertaker executes an advertisement by proxy on the Internet by the separate contract signed with the advertiser 40, and an advertiser 40 pays an advertising rate. As a result, a member comes to receive the benefit of exemption of phonecall charges by viewing and listening to an advertisement on the Internet.

[0024] Drawing 2 is the schematic diagram of the portable telephone-rates discount service using the mobile communications and the Internet concerning this invention. As shown in drawing 2, the portable telephone subscriber 100 connects with the portable telephone-rates discount undertaker site 20 through the user interface 200. The user interface 200 at this time is the portable telephone use 220, Internet usage 240, or the personal-computer-communications use 260, for example.

[0025] The portable telephone-rates discount undertaker site 20 transmits the character message between each mobile communications contractor, or pays the charge of a member's portable telephone (mobile phones various kinds of methods', such as a mobile phone by the cellular phone, the PCS phon, and IMT2000 method, are included) instead. Also giving, or offering a game event, various vehicles, etc. at the site to manage, and offering the cyber-counter which packed various mobile communications undertakers' product

[0026] The general advertisement Lord 42 who performs advertisement, sales promotion, etc. through a portable telephone-rates discount undertaker's site, and the mobile communications undertaker 44 who manages advertising sales promotion, charge discount processing, and a cyber-counter through a portable telephone-rates discount

undertaker's site are contained in an advertiser 40. And charge discount to the portable telephone use charge 500 is given to the portable telephone subscriber 100 who became a portable telephone-rates discount undertaker member through a portable telephone-rates discount undertaker's site 20.

[0027] Drawing 3 and drawing 4 are the flow charts of the portable telephone-rates discount method concerning the form of this operation. First, the user of this invention needs the prerequisite of using the both sides of a portable telephone and the Internet.

[0028] Satisfaction of such conditions will connect a user to the Internet in portable telephone, personal computer communications, or the general Internet environment using a general-purpose web browser (S10). Furthermore, the above-mentioned user connects with a portable telephone-rates discount undertaker's site (S50). And a user's ID and PIN are inputted (S60). At this time, the number of portable telephone can be used as a user's ID.

[0029] A user checks whether you are a portable telephone-rates discount undertaker's member by referring for the database for members (S(S70) 72). From an identification result, when it is not the member, it is checked whether he wishes subscription to matriculant (S74). It will end, if the above-mentioned authentication procedure is carried out again (S76) and member subscription is not desired, after passing through the procedure of matriculant subscription, if member subscription is desired.

[0030] If it connects with a portable telephone-rates discount undertaker's site, and service is used or a member and the checked user view and listen to an advertisement (S80), a member will be provided with the mark beforehand decided according to utility time, and accumulation calculation of a member's mark will be carried out. The service provided at this time has an advertisement, a game, other information use, etc. These mark are accumulated and calculated (S90), and after accumulating mark and building a database according to a general member (S94), it stores in the accumulation database of member mark (S96).

[0031] It is judged whether a fixed period (for example, one month) passes, and the accumulated above-mentioned member mark are accumulated or it resulted in predetermined mark (S100). When these mark are accumulated more than a fixed period from the above-mentioned judgment result or it has resulted in predetermined mark Data is opened from a member mark accumulation database (S(S110) 115), using these data, according to a member, it arranges, for example to the mark for every fixed periods, such as monthly, (S120), and the Shiitsuki another member charge discount database is built

(S125).

[0032] Classifying is carried out according to the mobile communications undertaker who each member has made a contract of from the monthly member charge discount data generated in the above-mentioned stage (S120) (S130). After generating data according to a mobile communications undertaker (S140), it stores in the database according to each undertaker (S145).

[0033] The data according to the stored above-mentioned undertaker are transmitted to each mobile communications undertaker (S150). The amount of money for portable telephone-rates discount, the telephone number of a member's personal information currently recorded on the membership database, for example, a name, a name, a general telephone, and a portable telephone, etc. are made to be contained in the above-mentioned transmitting data.

[0034] A mobile communications undertaker does charge discount processing with reference to the received above-mentioned data (S160). A member is asked for the portable telephone use charge from which the part of charge discount was deducted after the above-mentioned charge discount processing (S170). At this time, a bill is shipped to a member using the dispatch methods, such as automatic change or a billing document. A portable telephone-rates discount undertaker member comes to be able to do exemption of portable telephone rates according to many above-mentioned stages.

[0035] Drawing 5 is the block diagram of the portable telephone-rates discount offer equipment with which the above-mentioned method is applied. As shown in drawing 5, the member 100 using the both sides of the Internet and a portable telephone accesses the Internet using a personal computer 242 or cellular-phone 244 grade.

[0036] If it connects with the I/O section 610 of portable telephone-rates discount equipment 600 of a portable telephone-rates discount undertaker's site, the connection state of the Internet can be checked through the display unit 625 connected with the display input section 620.

[0037] Through the data inputted from the display input section 620, the 1st data processing department 630 refers for the 1st database section slack membership database 634 through the data stores dept. 632, and judges whether you are the member. After performing matriculant subscription processing from a judgment result as the above-mentioned data belongs to a nonmember, it is stored in the membership database 634 through the data stores dept. 632.

[0038] This data is outputted to a right hand side 640 as the above-mentioned data is a member's data, and a right hand side provides various services (for example, an advertisement, a game, other information use, etc.) for a

member. An operation / control section 650 carries out accumulation calculation, and stores a member's number of times of service use, and the mark beforehand decided according to time in the 2nd database section slack member mark accumulation database 654 through the data stores dept. 652.

[0039] At this time, the above-mentioned accumulation mark are not accumulated more than a fixed period, or if the operation / control section 650 has not resulted in fixed mark, it will calculate accumulation mark by sending data to a right hand side again.

[0040] However, when accumulating more than a fixed period or having resulted in fixed mark, the 2nd data processing department 660 which inputted the output data of the above-mentioned operation / control section 650 arranges the accumulation mark according to member to the mark for every fixed periods, such as monthly.

[0041] Furthermore, classifying is carried out according to the mobile communications undertaker who the member has made a contract of, member charge discount data is generated, and it stores in the 3rd database section slack member charge discount database 668 through the data stores dept. 664, and sends to the I/O section 670. At this time, various kinds of related statistics work (arrangement of the site use number of cases a mobile communications undertaker exception and according to member type, the total use number of cases, etc.) is carried out in the statistics section 662.

[0042] If the I/O section 670 sends the above-mentioned charge discount data to each mobile communications undertaker 30 through a network, the mobile communications undertaker 30 will ship the billing document 35 to a member after charge discount processing, and will re-transmit a processing result to the I/O section 670 through a network.

[0043] The data inputted into the I/O section 670 from the communication enterprise are classified according to each mobile communications undertaker through the 3rd data processing department 680, and results, such as charge discount ***** -- whether charge discount processing was normally performed through the detecting element 690 -- and nothing, are detected. It lets the I/O section 610 pass after that, and a result is transmitted to Internet user 240 who joined as a member. At this time, various kinds of statistical materials by the above-mentioned charge discount processing result are outputted to a list and a screen in the statistics section 695.

[0044] The portable telephone-rates discount method and equipment concerning above this inventions are applicable to the internet advertising marketing field. [that of

collecting only various advertisements, classifying specially and systematically (public relations of a company, event guidance, new product guidance, etc.), and an Internet user looking for merchandise information required oneself actually and event information] as opposed to professional ad marketing to cut or those whose hobby of the woman in her twenties of the Seoul area and the Pusan area is skiing --

** -- target marketing to people who satisfy specific conditions can be performed so that it may say. And it can use also for Internet stock trading and home shopping.

[0045] Moreover, it is used for various kinds of research service. For example, there are public opinion survey, market survey, etc. Furthermore, if an advertisement is seen on the Internet, the system of receiving Internet services, such as an English lecture, will also be considered. It seems that for example, it is said that an English lecture can be taken about 3 minutes on the Internet if an advertisement is seen about 30 seconds, and the next stage of an English lecture can be continued and a lecture can be taken if this advertisement is seen further for a long time.

[0046] As mentioned above, although the suitable embodiment of the portable telephone-rates discount method concerning this invention and equipment was explained referring to an accompanying drawing, this invention is not limited to this example. If it is a person skilled in the art, it will be clear that it can hit on an idea for various kinds of examples of change or examples of correction in the category of the technical idea indicated to Claims, and it will be understood that it naturally belongs to the technical range of this invention also about them.

[0047] For example, it is [of explanation of this invention] a fact obvious to the engineers whose field of this became skillful that it is applicable also to discount of general telephone rates or the field which is completely different for convenience although reference was made only to discount of portable telephone rates with the form of this operation.

[0048] [Effect of the Invention] The effect of this invention obtained from detailed explanation of above-mentioned this invention is as follows. Fast development of the Internet industry which verification of the internet advertising effect based on exact data was completed in the 1st, and let activation of the internet advertising market pass is realizable.

[0049] Since exact data required in the case of portable telephone subscription in order for an Internet user to receive [2nd] the benefit of exemption to portable telephone rates are required, the order of the Internet market of a present confused state can be corrected, and the Internet real name system comes made.

[0050] Retrenchment in expenses to the use charge of the portable telephone which is a remarkable burden individually now is made to the 3rd.

[Translation done.]

[Report Mistranslation](#)

[Japanese \(whole document in PDF\)](#)